



WELLESLEY UNIFIED PLAN STEERING COMMITTEE MEETING  
TUESDAY, AUGUST 30, 2016, 7:00 PM  
TOWN HALL - JULIANI ROOM

**DRAFT MINUTES**

**Steering Committee Members Present:** Frank Pinto (alt. for Kathleen Woodward), Marcia Testa-Simonson, Owen Dugan, Marjorie Freiman, Ellen Gibbs, Ann Marie Gross, Amir Kripper, Robert Carley (alt. for Diogo Teixeira), Ann-Mara Lanza, Dave Donohue, Lise Olney, Larry Shind, Deborah Carpenter, Tripp Sheehan, Mark Wolfson, Michael D’Ortenzio, Katy Gibson, Miguel Lessing, Maura Renzella (alt. for Don Kelley), Dona Kemp (alt. for Robert Kenney), Richard Howell, Chris Cavallerano, and Derek Redgate

**Steering Committee Members Absent:** John Roslansky and Harriet Warshaw

**Staff Present:** Meghan Jop and Michael Zehner

**Consultant Team Present:** Larissa Brown and Erin Garnaas-Holmes (Stantec)

**Meeting Documents:** August 30, 2016 Steering Committee Meeting Agenda; August 30, 2016 List of Board Representatives to the Steering Committee; At-Large Representative Applications Spreadsheet; Charge to the UP Steering Committee Version 5 - June 2, 2016

**Brief Introductions**

Mr. Zehner opened the meeting at approximately 7:00pm. Mr. Zehner welcomed the board representatives to the Steering Committee, who briefly introduced themselves. Mrs. Freiman and Mrs. Carpenter made opening remarks regarding the Unified Plan. Dr. Larissa Brown, project manager with Stantec, introduced herself and Erin Garnaas-Holmes, and made comments regarding the Unified Plan and consultant team.

**Steering Committee Composition and Selection of At-Large Representatives**

Mr. Zehner reviewed the composition of the Steering Committee and the invitation for applicants to serve as at-large representatives. Mr. Zehner indicated that a total of 18 applications had been received and that the Unified Plan Working Group (*now Unified Plan Project Management Committee*) recommended that the board representatives to the Steering Committee appoint all 18 applicants, with confirmation that Chris Shedd was a current resident of the Town of Wellesley.

Mrs. Carpenter made a motion to appoint the 18 applicants as at-large representatives to the Steering Committee, with confirmation of Mr. Shedd’s residency. Mrs. Freiman seconded the motion. The Committee unanimously voted (23-0) to approve the motion.

## **Project Roles and Organization**

Mr. Zehner discussed the consideration that the Committee not appoint a chair or co-chairs. Members of the Committee briefly discussed and requested that the Working Group discuss further and provide additional thoughts at the Committee's next meeting.

Dr. Brown reviewed the *Charge to the UP Steering Committee*, discussing responsibilities of the members to the Steering Committee. Dr. Brown encouraged members to activate their respective networks and be the voice and face of the Unified Plan. Dr. Brown discussed the expected meeting commitment for members and initial thoughts for steps in the process to development the Unified Plan.

Dr. Brown introduced the *STAR Communities* program to the Committee. Mr. Donohue made comments regarding the *STAR Communities* program, the development of individual board/department strategic plans, and the process of brainstorming ideas for the Steering Committee. Dr. Brown, Mr. Donohue, and other members of the Committee discussed perspectives about the strategic plan components of the Unified Plan.

Mr. Howell asked a question about the STAR Communities program. Dr. Brown reiterated that the program is just one tool that the Committee may find helpful in evaluating the Town. Mr. Sheehan made a comment regarding the program.

Dr. Testa-Simonson asked a question regarding the separation of the strategic plan and comprehensive plan components of the Unified Plan. Dr. Brown, Mrs. Jop, and Mr. Zehner responded noting that the Unified Plan is a singular plan addressing the components commonly found in both strategic and comprehensive plans, with the goal being to find synergies among the varied issues, policies, goals, and objectives.

Mr. Kripper commented that the process is very exciting and commented on the challenge and the anticipated deliverables. Mr. Donohue made additional comments regarding deliverables for the project.

## **Town Government Strategic Plan - Hopes and Expectations**

Dr. Brown asked the Committee members to what their hopes and expectations were for the Town government strategic component of the Plan. Mrs. Gross responded that she would like to see the Plan address why certain things were priorities or issues, as well as how and why the Town spends funds on certain things. Mr. Wolfson referenced the value of the *2007-2017 Comprehensive Plan*. Mr. Carley, referencing the Historical Commission's work on development of demolition delay regulations, discussed the balance of priorities and financing operations. Mr. D'Ortenzio wondered how specific the Plan should be. Mr. D'Ortenzio asked that previous comprehensive plans be digitized and made available for reference.

Ms. Lanza discussed the use of the *STAR Communities* program to evaluate Town's priorities versus the program criteria. Mrs. Olney commented that she had reviewed the *STAR Communities* program as part of Sustainable Wellesley.

Mrs. Freiman offered her perspectives regarding expectations of the Plan.

**Next Steps**

Dr. Brown discussed the plan for the next meeting. Dr. Brown indicated that the consultant team would be working to develop the brand, logo, and website for the Plan and asked for volunteers to work with Mrs. Jop and Mr. Zehner on development of the logo, with the final design to be presented at the next Steering Committee meeting.

**Public Comments**

Dr. Brown asked for any public comments. Hearing none, Mr. Zehner thanked the members for attending and let them know he would be in touch to schedule the next meeting. The meeting was closed at approximately 9:00pm.

*Minutes Prepared by: Michael Zehner*  
*Minutes Approved: #####*